



**MARY KELLY**

Productive Leaders

*Increasing Leadership, Communication and Productivity*

# Productive Leaders Preprogram Questionnaire

I am excited to present to your group! Please help me make this a great presentation by completing this Pre-Program Questionnaire. Please add in any other information that you think would be helpful.

When you are finished, please save the completed pdf file and email it back to us at: [Mary@productiveLeaders.com](mailto:Mary@productiveLeaders.com).

If you have any questions, please call us at 719-357-7360. Thank you in advance!

*Mary Kelly*

**Mary Kelly, PhD**

CEO

**Productive Leaders**

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# Productive Leaders Pre-program Questionnaire

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## The Program

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Program date(s) and start/end time

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Name of your organization

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What is your program theme?

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### Organization point of contact

Name

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Address

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Street Address

---

Street Address Line 2

---

City

State / Province

---

Postal / Zip Code

Country

Cell Number

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Area Code

Phone Number

Phone Number

---

Area Code

Phone Number

E-mail

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What is the best time for Mary to do her A/V and room check?

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**What is Mary's role in the program (opening or closing keynote, luncheon speaker)?**

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**What is the URL for this event?**

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**What are the social media venues for this event?**

**Twitter handle and  
hashtag**

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**Facebook page or group**

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**LinkedIn Group**

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**Other**

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**What professional speakers have you  
used in the past?**

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**What did you like about their performance(s)?**

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## **Logistical Information**

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**What is the nearest major airport to the meeting site?**

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**Who should Mary's point of contact at the event? (Please include name and cell phone number.)**

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**For transportation to and from the airport to the meeting site, you would prefer:**

To meet Mary at airport

To have Mary take a cab

**Exactly where is the meeting?**

**Name of the venue:** \_\_\_\_\_

**Venue address:** \_\_\_\_\_

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Country

**Hotel where Mary will be staying:**

Same as the meeting venue above

Different from the meeting venue above (Please fill in the hotel information below.)

**Name of the hotel:** \_\_\_\_\_

**Hotel address:** \_\_\_\_\_

Street Address

Street Address Line 2

City

State / Province

Postal / Zip Code

Country

**Will you be using a translator?**

Yes

No

**Will a video crew be on site?**

No

Yes (please provide their email address below)

**Video company email:** \_\_\_\_\_

# Audience Analysis

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## Number of attendees

Total number: \_\_\_\_\_

Percentage male: \_\_\_\_\_

Percentage female: \_\_\_\_\_

## Do you have three key points you want stressed in Mary's talk?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## What are the most important changes happening in your company and industry?

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## What keeps senior management awake at night?

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## What are the concerns of Mary's audience members?

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**What does Mary need to do to make her talk worthwhile to you?**

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**What percentage entertainment vs. high content techniques and strategies?**

**Entertainment:**

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**Content:**

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**What are the frustrations they have in their lives, company, or industry?**

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**What are the sensitive issues? (topics/subjects not to be mentioned)**

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**Anything humorous Mary should know about?**

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**Any industry jargon Mary should be aware of?**

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**3 people valuable for Mary to interview**

**#1 Name:**

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**#1 Title:**

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**#1 Phone:**

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**#1 Email:**

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**#2 Name:**

---

**#2 Title:**

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**#2 Phone:**

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**#2 Email:**

---

**#3 Name:**

---

**#3 Title:**

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**#3 Phone:**

---

**#3 Email:**

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